

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMG1014 – MANAGEMENT

(All sections / Groups)

24th FEBRUARY 2017

9.00 a.m – 11.00 a.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (excluding of the cover page) with 4 questions only.
2. Attempt **ALL FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

- a. Management is a process of getting people to work together in an organization to achieve organizational goals by performing required management functions. Discuss **TWO (2)** of the managerial functions with relevant examples.
(10 marks)
- b. Organizational culture influences how managers perform. Identify and define the five dimensions that make of organization's culture.
(15 marks)
(Total: 25 marks)

QUESTION 2

- a. Performance of an organization is the result of decisions made by its managers. Managers are often referred to as decision makers. Good decision making is a vital part of good management. Effective decision-making processes typically comprises of several steps. Discuss the **Six Steps** in making good decisions.
(13 marks)
- b. Every organization must change and innovate to survive. Under certain circumstances, employees appear to resist change for several reasons. As a manager, how would you deal with resistance to change when you suspect employees' fear of job losses are well-founded?
(12 marks)
(Total: 25 marks)

QUESTION 3

- a. Organizations adopt motivational theories to improve employees' satisfaction and performance. The current trend in motivating employees is through job design such as job enlargement, job enrichment, job depth and job characteristics for improving productivity and satisfaction. Explain what you understand by **job enrichment, job enlargement and job characteristic**.
(8 marks)
- b. Leadership can inspire and motivate people beyond their normal levels of performance. Some leadership approaches are more effective than others for bringing high level of commitment. Two approaches with a substantial impact are transactional and transformational. Explain the differences between transactional and transformational leaders.
(8 marks)

Continued.....

- c. Human resource management is a key function in organizations where policies are designed to organize work and maximize employee performance to achieve strategic business objectives. State **(THREE 3)** reasons why human resource management is important.

(9 marks)

(Total: 25 marks)

QUESTION 4

- a. Communication in organizations can flow between and among organizational units. Whether it is written or oral communications, the form of communication follows vertical and horizontal linkages in the organization. Describe briefly any **TWO (2)** of the different directions of communication flow within an organization.

(6 marks)

- b. Organizational structure describes how the total work of the organization is divided based on decision-making authority and how these authorities are implemented for the goal to be achieved. Explain centralization and decentralization in an organization structure.

(6 Marks)

- c. Controlling is one of the important functions of management. Briefly explain the **FOUR (4)** basic steps of the control process and provide an example for each one of the processes.

(13 marks)

(Total: 25 marks)

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